

IN THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1-61. (Cancelled).

62. (Currently amended) A Web host connected to a wide area network (WAN), comprising:

a Web server adapted to communicate with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application, wherein said advertising application provides the functions of:

permitting a sender to submit communication data to said Web host and to identify at least one recipient of said communication data;

automatically selecting at least one advertisement from said plurality of advertisements;

inserting said at least one advertisement into a personal electronic communication;

sending said personal electronic communication to said at least one recipient via said WAN, ~~wherein said personal communication is selected from a list consisting of an e-mail message, a chat room message, an instant messaging message, a short message service (SMS) message, a video message, and a voice message; and~~

compensating said sender by providing said sender with a free service in exchange for allowing said Web host to send said personal electronic communication, including said at least one advertisement, to said at least one recipient.

63. (Currently amended) The Web host of Claim 62, wherein said personal electronic communication is an e-mail message.

64. (Previously presented) The Web host of Claim 62, wherein said function of automatically selecting said at least one advertisement from said plurality of advertisements, further comprises using at least a portion of the content of said communication data to automatically select said at least one advertisement from said plurality of advertisements.

65. (Previously presented) The Web host of Claim 64, wherein said advertising application further provides the function of sending said at least a portion of the content of said communication data to said at least one recipient via said WAN.

66. (Currently amended) The Web host of Claim 62, wherein said Web host further comprises an e-mail server adapted to format said personal electronic communication in a plurality of data format types having a distinct respective data format requirement; ~~said e-mail server providing the functions of:~~

~~identifying a type of network device used by said at least one recipient,~~
~~wherein said type of said network device has a data format type comprising one~~
~~of a plurality of data format types; and~~
~~formatting said personal communication for said network device.~~

67. (Previously presented) The Web host of Claim 62, wherein said advertising application further provides the functions of:

identifying a type of network device used by said at least one recipient, wherein said type of said network device has a data format type comprising one of a plurality of data format types;

formatting additional communication data for said network device; and

sending said formatted additional communication data to said network device in response to said at least one recipient interacting with said at least one advertisement.

68. (Currently amended) A computer-implemented method for communicating personal information, comprising the steps of:

receiving communication data and recipient data from a sender, wherein said communication data and said recipient data are used to send a personal electronic communication to at least one recipient;

selecting at least one advertisement to be embedded in said personal electronic communication, ~~said personal communication being selected from a list consisting of an e-mail message, a chat room message, an instant messaging message, and a short message service (SMS) message;~~

embedding said at least one advertisement within said personal electronic communication;

sending said personal electronic communication containing said at least one advertisement to said at least one recipient via a wide area network (WAN); and

compensating a party by providing a free service to said party in exchange for allowing said at least one advertisement to be embedded in said personal electronic communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.

69. (Currently amended) The method of Claim 68, wherein said step of compensating a party by providing a free service to said party in exchange for allowing said at least one advertisement to be embedded in said personal electronic communication, further comprises compensating said at least one recipient by providing a free service to said at least one recipient in exchange for allowing said at least one advertisement to be embedded in said personal electronic communication.

70. (Previously presented) The method of Claim 68, further comprising the step of sending additional communication data if said at least one recipient interacts with said at least one advertisement.

71. (Previously presented) The method of Claim 70, further comprising the steps of:

identifying a type of a network device used by said at least one recipient, wherein said type of said network device has a data format type comprising one of a plurality of data format types having a distinct respective data format requirement;

formatting said additional communication data for said network device;
and

sending said formatted additional communication data to said network device.

72. (Currently amended) The method of Claim 68, wherein said personal electronic communication comprises an e-mail message.

73. (Currently amended) The method of Claim 70, further comprising wherein
~~the step of sending additional communication data further comprises~~ receiving said
additional communication data from a third party advertiser prior to sending said
additional communication data.

74. (Currently amended) The method of Claim 68, wherein the step of
selecting at least one advertisement to be embedded in said personal electronic
communication, further comprises using at least a portion of the content of said
communication data to select said at least one advertisement.

75. (Currently amended) A personal communication system comprising a Web host connected to a wide area network (WAN), said Web host comprising:

- a Web server adapted to communication with a plurality of network devices via said WAN;

- a memory device connected to said Web server and adapted to store a plurality of advertisements; and

- an advertising application connected to said memory device, wherein said advertising application provides the functions of:

 - receiving communication data and recipient data from a sender, said communication data and said recipient data being used to send a personal communication to at least one recipient;

 - selecting at least one of said plurality of advertisements;

 - inserting said at least one of said plurality of advertisements into a personal electronic communication, ~~said personal communication being selected from a list of personal communications consisting of an e-mail message, a chat room message, an instant messaging message, and a short message service (SMS) message;~~

 - sending said personal electronic communication to at least one recipient via said WAN; and

 - providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.

76. (Currently amended) The personal communication system of Claim 75, wherein said step of providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, further comprises providing said sender with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication.

77. (Currently amended) The personal communication system of Claim 75, wherein said step of providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, further comprises providing said at least one recipient with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication.

78. (Currently amended) The personal communication system of Claim 75, wherein said advertising application is further adapted to format said personal electronic communication in a plurality of data format types having a distinct respective data format requirement.

79. (Previously presented) The personal communication system of Claim 75, wherein said advertising application further provides the function of using at least a portion of the content of said communication data to select said at least one of said plurality of advertisements.

80. (Previously presented) The personal communication system of Claim 75, wherein said advertising application further provides the function of using at least one subject matter of said communication data to select said at least one of said plurality of advertisements.

81. (Previously presented) A personal communication system comprising a Web host connected to a wide area network (WAN), said Web host comprising:

- a Web server adapted to communication with a plurality of network devices via said WAN;

- an advertising application connected to said Web server, wherein said advertising application provides the functions of:

- receiving communication data and recipient data from a sender, said communication and recipient data being used by said advertising application to send a personal communication to at least one recipient;

- selecting at least one advertisement;

- inserting said at least one advertisement into said personal communication;

- sending said personal communication to said at least one recipient, and

- providing said sender with a free service in exchange for using said Web host to send said personal communication, including said at least one advertisement, to said at least one recipient.

82. (Previously presented) The personal communication system of Claim 81, wherein said personal communication comprises an e-mail message.

83. (Previously presented) The personal communication system of Claim 81, wherein said advertising application further provides the function of using at least a portion of the content of said communication data to select said at least one advertisement.

84. (Previously presented) The personal communication system of Claim 83, wherein said advertising application further provides the function of using said at least a portion of the content of said communication data to create said at least one advertisement.

85. (Previously presented) The personal communication system of Claim 81, wherein said advertising application further provides the function of using at least one subject matter of said communication data to select said at least one advertisement.

86. (Previously presented) The personal communication system of Claim 85, wherein said advertising application further provides the function of using said at least one subject matter of said communication data to create said at least one advertisement.

87. (Previously presented) A personal communication system comprising a Web host connected to

a wide area network (WAN), said Web host comprising:

a Web server adapted to communication with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application connected to said memory device, wherein said advertising application provides the functions of:

receiving sender-provided data from a sender, said sender-provided data comprising at least communication data and recipient data and being used by said advertising application to at least send a personal communication to at least one recipient;

using at least a portion of said sender-provided data to select at least one of said plurality of advertisements;

inserting said at least one of said plurality of advertisements into said personal communication;

sending said personal communication to said at least one recipient, and

providing a party with a free service in exchange for using said Web host to insert said at least one of said plurality of advertisements into said personal communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.

88. (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the functions of:

allowing a sender to select a type of advertisement that can be included in said personal communication by submitting advertisement-type data, said sender-provided data further comprising said advertisement-type data; and

using said advertisement-type data to select said at least one of said plurality of advertisements.

89. (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the function using at least one subject matter of said communication data to select said at least one of said plurality of advertisements.

90. (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the function of using at least a portion of the content of said communication data to select at least one of said plurality of advertisements.

91. (Previously presented) The personal communication system of Claim 90, wherein said personal communication comprises an e-mail message.

92. (Previously presented) A computer-implemented method for communicating personal information, comprising the steps of:

- receiving communication data from a sender, wherein said communication data is used at least to send a personal communication to at least one recipient;
- using at least a portion of said communication data to automatically select at least one advertisement;
- inserting said at least one advertisement into said personal communication;
- sending said personal communication to said at least one recipient, and
- providing said at least one recipient with a free service in exchange for using said Web host to send said personal communication, including said at least one advertisement, to said at least one recipient.

93. (Previously presented) The method of Claim 92, further comprising the steps of:

- receiving sender-provided data from a sender, said sender-provided data comprising at least communication data and advertisement-type data, wherein said advertisement-type data identifies a type of advertisement that can be included in said personal communication; and
- using said advertisement-type data to select said at least one advertisement.

94. (Previously presented) The method of Claim 92, further comprising the step of using at least one subject matter of said communication data to automatically select said at least one advertisement.

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95. (Previously presented) The method of Claim 92, further comprising the step of using at least a portion of the content of said communication data to automatically select said at least one advertisement.